

GENERAL SERVICES ADMINISTRATION

Federal Supply Service Authorized Federal Supply Schedule Price List

On line access to contract ordering information, terms and conditions, up to date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is: GSAAAdvantage.gov.

Advertising & Integrated Marketing Solutions (AIMS)
FSC Class: 541
Contract Number: GS-23F-0008M
Contract Period: October 12, 2001 - October 11, 2016

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

PCI Communications, Inc.

3015 Colvin Street
Alexandria, VA 22314
703 823 1600
703 823 1694 fax
www.pcicom.com
rsprague@pcicom.com

Business Size: Small

Customer Information

1a. Special Item Numbers

541-1000 Other Direct Costs
541-4B Video/Film Production
541-5 Integrated Marketing Services

1b. Lowest Priced Model Number/Unit Price

DVD/CD -ROM Duplication: Paper Sleeve \$0.11 each

1c. Hourly Rates

Please see Price List

2. Maximum Order: \$1,000,000.00.

3. Minimum Order: \$300.00.

4. Geographic coverage (delivery area): Worldwide.

5. Point of production: Alexandria, VA.

6. All prices are inclusive of IFF (0.75% current rate).

7. Quantity discounts: Contractor may offer volume discounts on large orders. Discount and terms may be negotiated on individual task orders.

8. Prompt payment terms. 30 days.

9a. Government purchase cards are accepted up to the micro-purchase threshold.

9b. Government purchase cards are not accepted above the micro-purchase threshold.

10. Foreign items: Not Applicable.

11a. Time of delivery: Negotiated on each task order.

11b. Expedited Delivery: Contact vendor.

11c. Overnight and 2 day delivery: Contact vendor.

11d. Urgent Requirements: Contact vendor.

12. F.O.B. point(s): Destination.

13a. Ordering address:

PCI Communications, Inc.
3015 Colvin Street
Alexandria, Virginia 22314
Attention: Robert Sprague
Phone: 703.823.1600
Fax: 703.823.1694
Email: rsprague@pcicom.com

13b. Ordering procedures: ordering procedures and information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address.

EFT Payment is available upon request.

If EFT is not available, please send payment to the following:

PCI Communications, Inc.

3015 Colvin Street

Alexandria, Virginia 22314

15. Warranty Provision: Standard Commercial Practices Warranty

16. Exporting Packaging Charges: Not Applicable

17. Terms and conditions of Government purchase card acceptance: Not Applicable (see No. 9).

18. Terms and conditions of rental, maintenance, and repair: Not Applicable.

19. Terms and conditions of installation: Not Applicable.

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: Not Applicable.

20a. Terms and conditions for any other services: Not Applicable.

21. List of service and distribution points: Not Applicable.

22. List of participating dealers: Not Applicable.

23. Preventive maintenance: Not Applicable.

24a. Environmental Attributes: Recycling.

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at:
www.Section508.gov/.

25. Data Universal Numbering System (DUNS) Number: 78-376-5373

26. Contractor is registered in Central Contractor Registration (CCR), CAGE/NCAGE Number: 1UP68

PCI Communications Inc. Price List

Labor	Rate	Unit
2D Animator	\$860.00	Day
3D Animator	\$1,055.46	Day
Administrative Support	\$73.30	Hour
Art Director	\$219.89	Hour
Assistant Video Editor	\$1,094.55	Day
Audio Engineer - Event	\$671.88	Day
Audio Engineer (Video Production)	\$464.21	Day
Background Performer	\$335.94	Day
Camera Operator - Event	\$671.88	Day
Copy Editor	\$83.07	Hour
Creative Director	\$219.89	Hour
Day Player	\$1,148.30	Day
Director	\$610.80	Day
Director Of Photography	\$610.80	Day
Director Project Management	\$166.14	Hour
Editing/Proofing	\$48.86	Hour
Editor / Post-Producer	\$635.23	Day
Editor / Post-Producer (Senior/Manager)	\$830.68	Day
Event Coordinator	\$390.91	Day
Event Producer	\$763.50	Day
Executive Producer (Event)	\$1,221.59	Day
Executive Producer (Video Post Production)	\$146.59	Hour
Executive Producer (Video Pre-Production)	\$146.59	Hour
Executive Producer, Sr. (Video Production)	\$1,172.73	Day
Gaffer	\$464.21	Day
Graphic Artist (CAD - Room Layout)	\$73.30	Hour
Graphic Artist (Design)	\$122.16	Hour
Graphic Artist (Power Point Prod)	\$73.30	Hour
Graphic Artist (Print)	\$92.84	Hour
Graphic Artist (Web 1)	\$73.30	Hour
Graphic Artist (Web 2)	\$97.73	Hour
Graphic Artist 2D	\$73.30	Hour
Graphic Artist 3D	\$122.16	Hour
Graphic Designer / Operator	\$635.23	Day
Graphic Designer / Operator (Junior)	\$586.37	Day
Graphic Designer I	\$102.61	Hour
Graphic Designer II	\$122.16	Hour
Graphic Designer III	\$136.82	Hour
Graphics Operator - Event	\$635.23	Day

Grip	\$458.10	Day
Lighting Director - Event	\$794.04	Day
Makeup Artist	\$439.77	Day
Media Specialist I	\$73.30	Hour
Media Specialist II	\$107.50	Hour
Music Scoring	\$1,172.73	Day
Narrator (Up to 3 Minutes)	\$684.09	Cut
On Camera Narrator	\$1,465.91	Day
Photographer (Commercial/Event)	\$781.82	Day
PR Director	\$190.57	Hour
Presentation/Media Training	\$3,420.46	Day
Producer (Video Production)	\$732.96	Day
Production Assistant - Event	\$488.64	Day
Production Assistant - Video	\$427.56	Day
Production Assistant (Video Production)	\$244.32	Day
Production Coordinator	\$899.09	Day
Production Coordinator (Event)	\$390.91	Day
Production Coordinator (Video Production)	\$312.73	Day
Programmer 1	\$146.59	Hour
Programmer 2	\$171.02	Hour
Project Manager	\$195.46	Hour
Project Manager I	\$117.27	Hour
Project Manager II	\$131.93	Hour
Project Manager III	\$146.59	Hour
Projectionist - Event	\$671.88	Day
Public Relations Coordinator	\$127.05	Hour
Public Relations Manager I	\$97.73	Hour
Public Relations Manager II	\$122.16	Hour
Senior Event Producer	\$1,221.59	Day
Senior Video Editor	\$1,759.10	Day
Senior Video Producer	\$1,759.10	Day
Senior Writer/Strategist	\$219.89	Hour
Stage Manager	\$702.42	Day
Still Photographer	\$1,221.59	Day
Still Photographer Sr.	\$3,053.98	Day
Technical Producer (Event On-Location)	\$732.96	Day
Teleprompter Op (w/eqt)	\$671.88	Day
Vice President Marketing Comm.	\$210.11	Hour
Vice President, Production	\$239.43	Hour
Video Director I	\$1,172.73	Day
Video Director II	\$1,446.37	Day
Video Editor	\$1,368.19	Day

Video Producer	\$1,602.73	Day
Videographer	\$794.04	Day
Voice Over Talent	\$855.12	Cut
Web Design	\$146.59	Hour
Web Designer I	\$112.39	Hour
Web Designer II	\$127.05	Hour
Web Programmer I	\$117.27	Hour
Web Programmer II	\$146.59	Hour
Writer (Principal)	\$288.30	Hour
Writer (Senior)	\$244.32	Hour
Writer Strategist I	\$127.05	Hour
Writer Strategist II	\$166.14	Hour
Writer, Junior (Print/Copy Points)	\$97.73	Hour
Writer, Senior (Print/Copy Points)	\$146.59	Hour

ODC's	Rate	Unit
Advertising	\$28,203.96	Placement
Audio Package	\$244.32	Day
Audio Package (On-site Video Production)	\$146.59	Day
B Camera Package	\$781.82	Day
Banner Stand	\$2,987.25	Unit
Broadcast Media Monitoring: Insight Data Tagging	\$1.11	Article
Broadcast Media Monitoring: Subscription, Seats, Storage, Ad Value Equivalency, Audience Rating, and Digital Clips	\$878.54	Month
Camera Package (On-site Video Production)	\$635.23	Day
Camera Package (Video Production)	\$781.82	Day
CD-R Blank Stock	\$0.34	Each
CD-ROM Duplication: with full color printing	\$3.13	Each
Clipping Service: Basic Monthly Rate Charge	\$309.31	Month
Clipping Service: Scanned, eClip, Internet Clip	\$2.32	Clip
Conference Registration	\$13,057.93	Annual fee
DLT Archive	\$58.64	Tape
DV Camera Package	\$488.64	Day
DVD Duplication: Dual Layered DVD-R with full color printing	\$7.56	Each
DVD Duplication: DVD-R with full color printing	\$6.30	Each
DVD-R Blank Stock	\$0.33	Each
DVD/CD -ROM Duplication: Paper Sleeve	\$0.11	Each
DVD/CD-ROM Duplication: Clamshell Case	\$0.36	Each
Focus Group	\$7,284.63	Group
General Session Audiovisual Production, including audio, lighting, video, stage, labor, shipping	\$150,915.44	Each

Hotel ballroom rental	\$20,150.00	Day
Laser Printer	\$146.59	Day
Lighting/Grip Package	\$244.32	Day
Music - stock	\$244.32	Cut
Off Line Edit Suite	\$488.64	Day
On-Line AVID suite w/ 3D (On-Site Video Post Production)	\$4,397.74	Week
On-Line AVID suite w/ 3D (Video Post Production)	\$1,368.19	Day
Online Conference Registration, including 2000 registrations, 2000 financial transactions, annual license, PayPal service	\$7,959.25	Year
Personal webinar service, 1 month	\$99.75	Month
Pipe & Drape: Sandbag rental	\$3.03	Each per day
Pipe & Drape rental: Banjo Drape 10' high, tools, installation	\$80.60	Section per day
Pipe & Drape rental: Black Crushed Velvet 18' high, tools, installation	\$181.35	Section per day
Printing: 20 panel brochure, 37 1/2 x 8 1/2 folded to 3 1/2 x 8 1/2, 70# gloss text, 5/5 Process, wrapped in 50s	\$92,226.07	1,000,000 units
Printing: 8 panel brochure, 14 7/8 x 8 1/2 folded to 3 3/4 x 8 1/2, 100# gloss text, 5/5 Process, wrapped in 50s	\$37,409.83	500,000 units
Stock Photography	\$244.32	Unit
Tape Stock - Beta	\$43.98	Unit
Tape Stock - DV	\$39.09	Tape
Transcription service	\$6.55	Page
VHS Duplication	\$4.89	Tape
Video Closed Captioning & 508 Compliance	\$1,259.45	Video segment
Video Language Translation	\$5,253.38	Video segment
Videotape Stock: Panasonic J-P66M DVC PRO 66-minute length	\$13.60	Tape
Videotape Stock: Sony BCT-10M SP Betacam, 10 -minute length	\$8.22	Tape
Videotape Stock: Sony BCT-30M SP Betacam, 30 -minute length	\$8.89	Tape
Web Hosting	\$1,108.25	Month
Zip Disks	\$24.43	Disk



PCI Communications

Advertising and Integrated Marketing Solutions

PCI Communications, Inc. is one of the nation's leading suppliers of creative communications strategies and services. Since its founding in 1985, PCI has served an impressive variety of corporate, association, and government clients with a particularly inventive brand of products and solutions from its Washington, DC-area headquarters.

PCI is a communications problem-solver. PCI offers strategies — analysis, recommendations, best practices, campaign plans, market research, and counsel — plus tactical solutions in the form of high quality video and film, live events, print materials, print, electronic and web design, training, and coaching, all under the same roof.

Please visit our website at www.pcicom.com.

PCI offers GSA Advertising & Integrated Marketing Solutions (AIMS) users:

- **Insightful, creative, and highly effective ways of achieving marketing, media, and communications objectives.** PCI's solutions are unusual and inventive — sure to catch the attention and sustain the interest of information-overloaded citizens and constituents. But PCI is also supremely sensitive to the unique culture and circumstances of each communications challenge. And while we strive for consistent quality, we are equally attuned to value and cost-efficiency. PCI's focus is results — change and action stimulated by carefully crafted and executed communications strategies and products. PCI has won over 100 industry awards for its creative productions.
- **A virtually unlimited array of high-quality traditional and “new media” deliverables.** From press releases to e-brochures, focus groups to digicards, videotapes to database-driven websites, presentation coaching to large-scale events, PCI has the capability to create almost any communications medium.
- **Vast experience in external and internal organizational communications.** PCI's sole focus is

3015 Calvin Street
Alexandria, VA 22314
(P) 703.823.1600
(F) 703.823.1694

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New York, NY 10003
(P) 212.206.1600
(F) 212.206.1642



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communications— and it has partnered with the nation’s most respected corporations, trade associations, and government agencies. This experience enables PCI to apply best practices across industries and domains, while understanding the important differences between public, not-for-profit, and private concerns.

- **Comprehensive communications services from a single source.** PCI can provide integrated campaigns designed to meet almost any communications need — and supply almost all of the services in house, with one point-of-contact for clients.
- **Unsurpassed responsiveness.** PCI’s goal — and one of our most proud accomplishments — is to provide the highest degree of customer responsiveness of any vendor in any service area. PCI is large enough to provide support for large-scale projects, and small enough that every project receives careful focus and attention. PCI Communications appreciates the exacting requirements of government agencies. We deliver industry-best services and products at highly competitive prices, with an enviable record for on-time or early delivery.

Scope of Work

PCI Communications understands the rapid change and myriad challenges facing virtually every federal agency. When it comes to public outreach, organizational optimization, service improvement, customer focus, leadership effectiveness, and other challenges, our communications strategies and services are a way to get the job done. We will work closely with our clients and their technical personnel to fulfill any and all tasks outlined in the GSA Advertising & Integrated Marketing Solutions (AIMS) Scope of Work.

PCI will propose solutions to meet any stated requirements, and provide expert advice and professional services, for any agencies seeking communications assistance. PCI’s services may include videotape and film production, radio and television advertising, commercial art/graphic design, website and electronic graphics, conferences and events planning and management, market research, public communications, presentation support, and leadership development. We understand that PCI is required to furnish all equipment, labor, supplies, and supervision, and



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perform all operations necessary to successfully complete these services.

The following are examples of tasks that may be performed under each Special Item Number (SIN). These are examples only and are not meant to exclude or limit any authentic marketing, media, and public information service under this Federal Supply Schedule. Examples include but are not limited to the following:

SIN 541-5 Integrated Marketing Services

Full-service is PCI's stock-in-trade: full service in concept-to-completion development and execution of communications campaigns and programs; full service in deliverables from market research to top-notch video, multimedia, web, print, advertising, advocacy, and training; full service in regards to total attention to client needs. PCI takes a results-driven approach — the goal is to cut through the information overload of modern American society to move a target audience to change and action.

SIN 541-4B Video/Film Production

In PCI's hands, videotape and film have a rare degree of power and effectiveness. In styles from the sedate to the frenetic... in applications from motivation to outreach to education... PCI's consistent creativity and fidelity to communications goals add value. Over 100 industry awards testify to the quality of PCI's work; repeat orders from corporate, association, and government clients testify to PCI's ability to generate results in a wide variety of circumstances.

PCI Communications offers GSA users 541-4B Video/Film Production and 541-5 Integrated Marketing Services under its GS-23F-0008M contract.